GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:4973
ANSWERED ON:10.05.2007
RENAMING THE PASSENGER TRAINS
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Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways have decided to name some of the trains after popular brands;

(b) if so, the details thereof and the revenue likely to be earned by the Railways by using the brand names;

(c) whether it is proposed to extend the scheme further; and

(d) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF RAILWAYS (SHRI R. VELU)

(a) & (b) : Summer special trains having no designated names are being tried for advertising under a new scheme which includes publicity of brand name on destination & train name boards, reservation charts, coach indication slips, bed roll covers, reservation tickets, panels of coaches, announcements about the train etc. The scheme is being tried on pilot project basis by South Western Railway which has given three Summer special trains, one weekly and two tri-weekly, under this scheme for brand name of 'Kurkure' for Rs. 9,92,000/- for a period of three months. It is expected to earn handsome amount through this scheme when it becomes popular in the advertising market.

(c) & (d): The scheme will be decided for extension to other such trains depending upon the feed back.